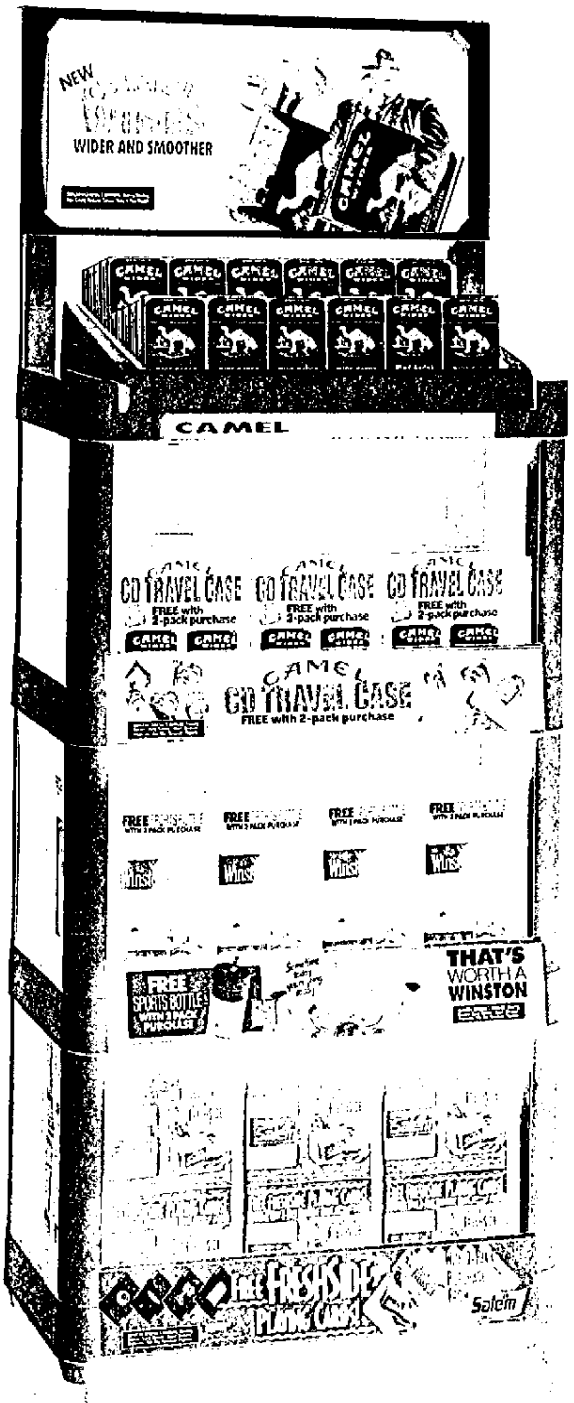
MFD Promotional Retrofit Kit

402569



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R J Reynolds

SALES MANAGEMENT INFORMATION

919-741-3000
Winston-Salem, N.C. 27102

SM-82-G

April 16, 1993

TO: **ALL DIVISION MANAGERS**

Subject: **Modular Floor Display - Promotional Unit**

The Modular Floor Display has been further enhanced to allow you to use it as a promotional floor stand. Initially, you will be able to order an MFD promotional kit to retrofit MFD's currently at retail or in inventory.

This kit includes:

- clear side panels
- solid back panels
- smaller top sign
- clear front rails to hold promotions on shelf

*Pack insert must be ordered as needed (#217681). This insert is not included in the standard 4-wide MFD or the MFD promotion kit.

Once inventories on System III Floor Stands are reduced through field usage, you will be able to order an entire MFD promotion unit that will include the items listed above, along with the required shelves and uprights.

Ordering Procedures:

- MFD Promo Retrofit Kit - Item #402569
- First available date for order through SMS 4/23/93
- Initially, kits will be allocated to your Sales Area Office. Please contact your Regional Manager/AMNA for your allocation.

Comments or suggestions regarding this item should be supplied to Ron Grout, Ext. 2196.

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